

DISHTV COLLABORATES WITH CONCENTRIX CORPORATION TO ENHANCE THEIR BUSINESS SERVICES

~A significant step taken towards enriching Customer Experience~

8th December'2014, New Delhi: Dish TV, Asia's largest direct-to-home (DTH) entertainment company with 12.1 million net subscribers has collaborated with Concentrix Corporation, a global leader in high-value business services to further enhance their business services for their premium customers. This will be another positive step in providing services of global standards.

Innovation has always been synonymous to Dish TV. Being the pioneers in DTH services in India, Dish TV has always been ahead in providing unequalled services in customer relations, Movie on Demand, Video on Demand, Account balance card, DishOnline amongst several others, in addition to being the largest provider of HD channels. This collaboration will bring together Dish TV's innovative offerings and revolutionary features with the world class customer engagement expertise of Concentrix. The choice to partner with Concentrix Corporation comes as a result of explosive growth in the Dish TV client base, and recognition of the high volume of customers who desire HD channels and require a higher level of service.

Commenting on this collaboration, Mr. Salil Kapoor, Chief Operating Officer Dish TV says "Concentrix offers deep domain expertise, innovative technologies and a holistic approach to customer engagement that is fully in line with Dish TV's driving purpose to provide "**Service with a Passion**". This is an ultimate move made towards ensuring customer engagement and satisfaction".

Anuj Kumar, General Manager - India Domestic, Concentrix, states "We are thrilled to partner with Asia's largest DTH Company in delivering a premium customer experience to Dish TV subscribers. Through our customer engagement services, technology, analytics and more, our aim is to add value to every customer interaction".

This recent procurement of a five-year deal with Concentrix Corporation on the part of Dish cements the initial step toward customer life cycle management and a strengthened presence in the globalized Indian market. Dish TV has high expectations for the delivery of premium customer service experience, service differentiation and improved retention. The strong references and demonstrated track record of delivering high quality results on the part of Concentrix contribute to a powerful and promising partnership.

About Dish TV India Limited:

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 450 channels & services including 23 audio channels and over 43 HD channels & services. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also acquired transponders on the Asiasat 5 platform and very recently on the SES-8 platform which increased its total bandwidth capacity to 684 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,075 distributors & over 1, 78,000 dealers that span across 8,712 towns in the country. Dish TV customers are serviced by six 24* 7 call centers catering to 11 different Languages to take care of subscriber requirement at any point of time. For more information on the company, please visit www.dishtv.in

About Concentrix

A wholly-owned subsidiary of SYNEX Corporation (NYSE: SNX), Concentrix offers deep domain expertise and is based in 25 countries with a staff of more than 50,000 who speak 40+ languages. Concentrix will supply technical support, retention and customer loyalty management for English-speaking DTH subscribers.

For further information:

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